

REMARKS/ARGUMENTS

In response to the Office Action dated March 5, 2003, claims 1, 3, and 5-15 are amended. Claims 1-15 remain in the application. It is not the Applicants' intent to surrender any equivalents because of the amendments or arguments made herein. Reexamination and reconsideration of the application, as amended, are respectfully requested.

Art-Based Rejections

In paragraph 4 of the Office Action, claims 1-15 were rejected under 35 U.S.C. § 102(e) as being anticipated by Henson, USPN 6,167,383. The Applicant respectfully traverses the rejections, however, in order to expedite prosecution, the Applicants have amended the claims. The Applicants respectfully submit that the claims are patentable in light of the clarifying amendments above and the arguments below.

The Henson Reference

The Henson reference discloses a method and apparatus for providing customer configured machines at an internet site. As shown in FIG. 3 (3A, 3B, and 3C), from a system configuration options screen 70, a customer of the online store 10 can build a customer configured machine by selecting from options listed on the configuration screen 70. The pricing option module 28 includes an update price function. The update price function causes the price displayed on the configuration screen to reflect any changes made to the system options. Selection of the update price function can be accomplished by clicking on an "UPDATE PRICE" icon 72 on

the configuration screen. Upon obtaining a desired configuration, a customer could then select the "ADD TO CART" icon 74 to add the configured system to the shopping cart 20 and continue shopping, as desired.

The Henson reference also discloses that a present online store application and system provide an on-line store application which includes configuration, pricing, validation, shipment delay indication, and merchandising modules. The validation module provides validation of some form with respect to the customer built configuration. The shipment delay indicator provides the customer with any lead time warnings or shipment delays which would occur as a result of the selection of specific options. In addition, the merchandising module provides messaging, alternatively referred to herein as merchandising information or messaging, of options recommended to be selected in a particular configuration, including, for example, which options may be better than others. See Col. 6, lines 18-43.

The Claims are Patentable over the Cited Reference

The claims of the present invention describe methods for providing a Web page to a receiving terminal. A method in accordance with the present invention comprises generating a new Web page that has a display control program and data needed to operate the display control program added to a standard format Web page that is prepared beforehand, said display control program having been selected according to a display request received from a receiving terminal, wherein calculations performed in the display control program are performed by the receiving terminal; and transmitting the new Web page to the receiving terminal through a network.

The cited reference does not teach nor suggest the limitations of the claims of the present invention. Specifically, the cited references does not teach nor suggest at least the limitation of calculations performed in the display control program are performed by the receiving terminal as recited in the claims of the present invention.

The Henson reference is an online shopping database where pricing, calculations, and availability of items are stored in a server that is accessible by users via the Internet. The calculations of price, item availability, and other data functions are performed at the server, where the database is stored.

For example, the Henson reference shows a user selecting a part on the price estimation screen (See Fig. 3A) and then clicks a button to initiate the price estimation calculation (See Fig. 3B). The information on the desired part is transmitted to the server, where the new estimated price is calculated with a program based on the data transmitted from the user terminal. The new estimated price is then transmitted back to the user and displayed (See Fig. 3B). As such, the Henson reference does not teach nor suggest at least the limitation of calculations performed in the display control program are performed by the receiving terminal as recited in the claims of the present invention.

Thus, it is submitted that independent claims 1, 3, and 5-15 are patentable over the cited reference. Claims 2 and 4 are also patentable over the cited reference, not only because they contain all of the limitations of the independent claim 1, but because claims 2 and 4 also describe additional novel elements and features that are not described in the prior art.

Appl. No. 09/775,535
Amdt. Dated June 7, 2004
Reply to Office Action of March 5, 2004

Attorney Docket No. 81754.0050
Customer No.: 26021

Conclusion

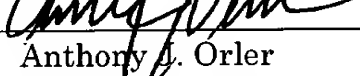
In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Reexamination and reconsideration of the application, as amended, are requested.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at the Los Angeles, California telephone number (213) 337-6742 to discuss the steps necessary for placing the application in condition for allowance.

If there are any fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-1314.

Respectfully submitted,
HOGAN & HARTSON L.L.P.

Date: June 7, 2004

By: 
Anthony J. Orler
Registration No. 41,232
Attorney for Applicant(s)

500 South Grand Avenue, Suite 1900
Los Angeles, California 90071
Phone: 213-337-6700
Fax: 213-337-6701